

ESTTA Tracking number: **ESTTA795676**

Filing date: **01/18/2017**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	Promotion In Motion, Inc.
Application Serial Number:	87116879
Application Filing Date:	07/26/2016
Mark:	SWISSKISS FINEST SWISS CHOCOLATES
Date of Publication	12/20/2016

First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Hershey Chocolate & Confectionery Corporation, 4860 Robb Street, Suite 204, Wheat Ridge, CO 80033, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 01/19/2017. Hershey Chocolate & Confectionery Corporation respectfully requests that the time period within which to file an opposition be extended until 04/19/2017.

Respectfully submitted,
/paul c. llewellyn/
01/18/2017

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